



IBM Center for
The Business of Government

Back to Basics: Facebook and Twitter for Government Agencies

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Agenda


1. Introductions
 - **Gadi Ben-Yehuda**, Center for the Business of Government
 - **What are Facebook and Twitter**, and how are they different?
 - Two Government Social Media site administrators:
 - **Tim Brown**, State Department, Facebook
 - **Stephanie Schierholz**, NASA, Twitter
2. Setting up Accounts
3. Listening and Responding
4. Initiating Engagements




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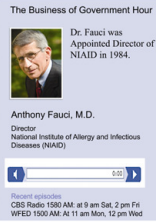
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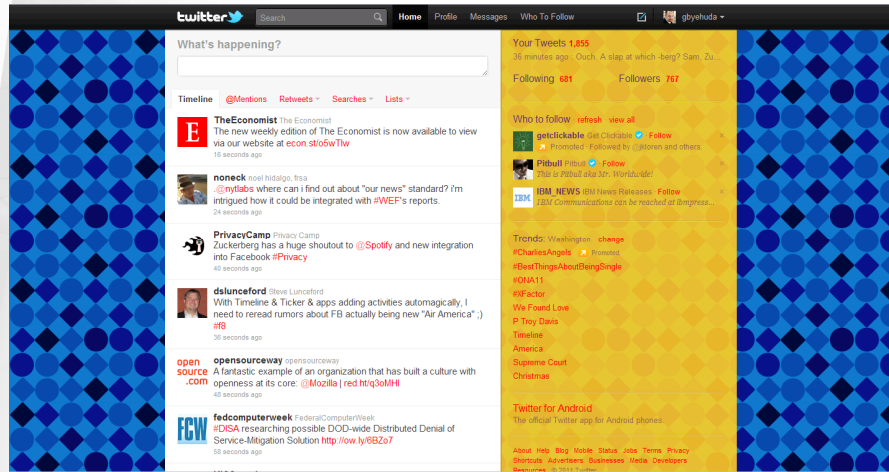


Facebook: A Social Network. Conversations + Relationships

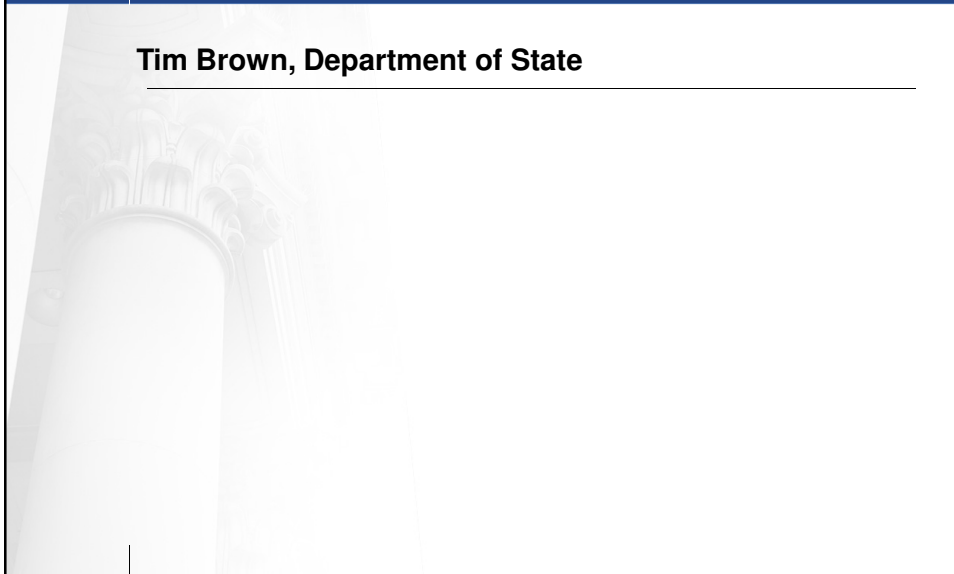



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Twitter: An Information Network. Data + Metadata



Tim Brown, Department of State



Stephanie Schierholz, NASA

Polling Questions:

Do you friend or follow your office/agency?

Do you use TweetDeck or HootSuite?

Signing up is easy to do



Heading out? Stay connected
Visit facebook.com on your mobile phone.



Sign Up
It's free and always will be.

First Name:

Last Name:

Your Email:

Re-enter Email:

New Password:

I am: Select Sex:

Birthday: Month: Day: Year:

Why do I need to provide my birthday?

Create a Page for a celebrity, band or business.

twitter

Follow your interests
Instant updates from your friends, industry experts, favorite celebrities, and what's happening around the world.

Sign in

☐ Remember me

New to Twitter? Join today!

Full name:

Email:

Password:

Listening and Responding through HootSuite & TweetDeck

Compose message...

Gadi Ben-Yehuda X Gadi Ben-Yehuda X gbyehuda X Featured X

Add Stream

- Twitter
- Facebook
- LinkedIn
- MySpace
- Ping.fm
- WordPress
- Foursquare
- mail

Feed Search

Select a profile:

Gadi Ben-Yehuda

Click a stream to add to the current tab:

- News Feed - Most Recent
- News Feed - Status Updates
- News Feed - Photos
- News Feed - Videos
- Wall Posts
- Events
- Scheduled Messages

TweetDeck

Search: #gov20

From: @BusOfGovernment/... gbyehuda

Group: GovWebCom gbyehuda

Mentions gbyehuda

My latest social media for #gov20 press location: 100 Legislative Building http://co.mn.gov/...

41% Grow Your Online Knowledge, Skills and Business. @bigdata131V

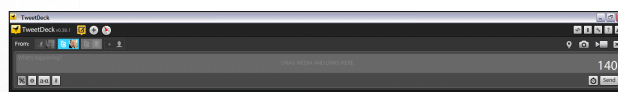
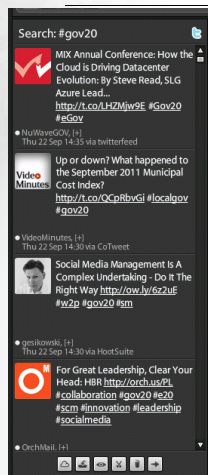
100,000 currently watching Mark Zuckerberg speak LIVE at @B...

@gbyehuda Thanks! Not meant to be a bit, just some personal examples. There are hundreds.

Polling Questions:

What percent of your tweets include #hashtags?

Using Hashtags on Twitter

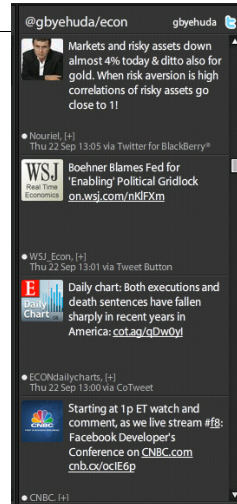
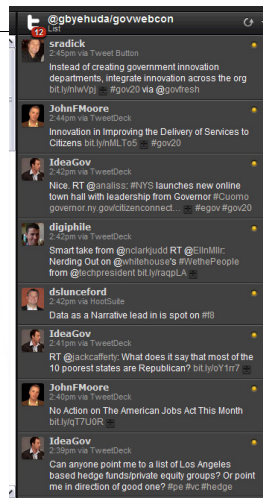


Use a hashtag (#gov20 as an example), allows you to add metadata to your tweets, expanding your audience beyond those who follow you.

Following hashtag-conversations is easy on TweetDeck and HootSuite, and allows you to listen to important constituencies without finding/following them.

Twitter Lists

Creating and following lists allows you to apply filters to your tweet stream, separating signal from noise.



Constructive Responses on Twitter and Facebook



Polling Questions

Have you used Facebook or Twitter to:

- Communicate to family or friends during earthquake or hurricane?
- Share pictures or videos?
- Schedule an event?

Tactics for Successful Engagement

Twitter Tactics:

- a. Queue posts for publishing throughout the day
- b. simultaneously post updates to multiple platforms
- c. apply filters to information streams
- d. share links
- e. use hashtags
- f. mention and retweet

Facebook Tactics:

- a. place an image at the top of a blog post
- b. write a short intro sentence
- c. share content from a Web site or blog post immediately after posting
- d. repurpose content with new context as it becomes timely and relevant

Advanced Twitter and Facebook

1. Scheduling Events (Facebook) and MeetUps (Twitter)
2. Adding video and images
3. Listening for and responding to crises



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Questions?

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